1999 "Out of the Blue" Millennial Party

"OUT OF THE BLUE" NEW YEAR'S EVE MILLENNIAL PARTY

	Nightly	# people	Total Cost	
FIELD LABOR				
Merchandisers - 4 /event*$19* 5 hours*	$ 95	4	$801,040	
Party Team - 5 x 6 hours x 6 parties x $19 x 31 markets	$ 114	5	$106,020	
TOTAL STAFFING EXPENSES				$907,060
MANAGEMENT				
Market Managers for 36 weeks at $550 week x 31 markets			$ 613,800	
Region Managers 3 for 38 weeks @ 800			$ 91,200	
Payroll Taxes for managers at 15.90%			$ 112,095	
Total for Field Managers				$ 817,095
OPERATING EXPENSES				
Shipping of materials - $400 x #mm -misc. shipping from mkt to mkt			$ 12,400	
Pagers /cell phones # of mgrs. X $80 x 8 months			$ 21,760	
Phone Expenses for field managers $100 x # months x all mgrs.			$ 27,200	
Postage/Overnight Express (# mgrs. x $12 x # weeks)			$ 14,688	
Office Supplies for field managers ($10/wk x # mgrs. x 36)			$ 12,240	
Spiff for bar managers to allow name generation @ $40 x 50 x 31			$ 62,000	
Printing of flyers/tickets/invitations for 31 markets @$1000			$ 31,000	
Driving record & background checks ($60 x field staff x 130%)			$ 21,762	
Drug testing $60 * field staff * 130%)			$ 21,762	
Total Operating Expenses				$ 224,812
TRAINING EXPENSES				
Region Manager Training (one location) $1,600 x 3			$ 4,800	
Market Manager Training (one location) $1,300 x # of Field Managers			$ 40,300	
Merchandiser Training (local market training) $160 x # merchandisers			$ 32,240	
Forms printing (event reports, inventory, manuals, etc.)			$ 5,000	
Total Training Costs				$ 82,340
Vehicle Rental Expenses				
Parking, tolls, etc. $20/week x 4 x 36 weeks x 31 mkts.				$89,280
Warehouse Expenses				
31 Warehouses for 36 weeks at $45 week				$50,220
TRAVEL: TALENT - LOCAL PARTIES				
Talent Costs * Local DJ's at 6 parties in 31 markets @$500			$ 93,000	
Club door @ $500 per party x 6 x 31			$ 93,000	
Bands at 31 New Years Eve Parties @ $10,000			$ 310,000	
Food/Raffles/misc. expenses for VIP guests at $3,000 mkt.			$ 93,000	
Total of Talent - local parties				$ 589,000
TRAVEL- WINNERS FOR NATIONAL TRIP				
Airfare/Hotel/Food for 31 market winners + guest @$3,000			$ 93,000	
New York New Year's Eve Party			$ 20,000	
Busing to Time Square (if needed)			$ 2,000	
Total of National Travel				$ 115,000
TRAVEL: MANAGERS				
Region Manager travel ($800 wk. x 5 rm's x 52 wks.)			$ 91,200	
HQ Travel - 35 trips @ $800			$ 28,000	
Total of travel Costs				$ 119,200
INSURANCE - .25% of payroll				$4,310

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Source: https://www.industrydocuments.ucsf.edu/docs/xyjn0004

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REPORTING & COMPUTER SYSTEM			
Design & maintenance of reporting system	$ 15,000		
Communication (# of MM * 5 min. * # of events * .20)	$ 2,108		
Total for reporting system		$ 17,108	
CIGARETTE LICENSES/PERMITS/BUYDOWNS			
Local market licenses at $500	$ 15,500		
Buy Downs during market blitz - 50 packs per night @ $1.50	$ 158,100		
Total for licenses/permits/buydowns		$ 173,600	
TOTAL LABOR			**$ 1,724,155**
TOTAL OPERATING EXPENSES			**$ 1,464,870**
MANAGEMENT FEE			**524,335**
TOTAL ESTIMATED PROGRAM COST			**$ 3,713,361**
Supplemental Option			
London Trip			
31 local market winners spend the New Years in London at $5,000 each	$155,000		
Expand New York to accommodate 6 winners per market	$ 558,000		
Add On #1			
Rapid Response & follow-up invitation			
Postage for post card - $.20 x 875,000 postcards	$ 175,000		
Printing post cards - 875,000	$ 30,625		
Data entry of names - 210,800 at $.35	$ 73,780		
Total for Rapid Response & monthly invitation		$ 279,405	
Add on #2			
Postcard System at parties with Times Square Backdrop			
Postcard systems - 31 at $10,000	$ 310,000		
Postcards for system - need 100 x 186 parties = 18,600 cards	$ 6,510		
Vehicles for transportation - 186 nights x $100	$ 18,600		
Total for Postcard system in all 31 markets		$ 335,110	

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